

## CLAIMS

1. An printed publication, electronic transaction method, comprising the steps of:  
submitting, by a first user using a web-site, an offered amount for publishing one  
5 or more print advertisements in one or more selected printed publications;  
processing, by a second user using said web-site, said offered amount;  
publishing, by said second user, said print advertisement in said printed  
publication;  
placing, on said web site by said second user, a digital proof of publication of said  
10 publishing;  
viewing, by said first user, said digital proof of publication; and  
paying, by said first user using said web-site, said offered amount.
- 15 2. The method as recited in claim 1, wherein said step of submitting an offered amount  
further comprises the steps of:  
selecting, by said first user, said selected printed publications;  
creating an offer using an insertion request form, one or more standard rates, one  
or more offered rates submitted by said first user, different from said one or more  
20 standard rates and one or more run times, said offer including said offered amount and a  
digital form of said one or more print advertisements; and  
submitting said offer.
- 25 3. The method as recited in claim 2, wherein said step of selecting further comprises the  
steps of:  
generating a list of suitable printed publications based on a criteria chosen, by  
said first user, from the group consisting of an advertising type, a classification, a format,  
a publication frequency and a readership demographic, or a combination thereof; and  
30 selecting, by said first user, said selected printed publications from said list of  
suitable publications.



4. The method as recited in claim 2, wherein said step of processing further includes the step of negotiating, using said web-site, said negotiation comprising submitting one or more counter-offer rates different from both said offered rates and said standard rates.

5. The method as recited in claim 1, wherein said step of processing further includes the step of generating a run sheet, said run sheet comprising a list of dates of on which to publish said print advertisement in said printed publication.

6. The method recited in claim 1, wherein said placing a digital proof of publication of said publishing, further comprises the steps of:

creating a paper tearsheet, said paper tearsheet comprising said published print advertisement on a printed page of said printed publication;

placing said paper tearsheet on a fiducial underlay, said fiducial underlay comprising scale indicia indicative of an absolute size of said tearsheet; and

creating a digital image of said paper tearsheet on said fiducial underlay.

7. The method recited in claim 6, wherein said fiducial underlay further includes resolution indicia indicative of an absolute resolution of said tearsheet, said resolution indicia comprising one or more alpha-numeric characters having a font size and a font type representative of text in said printed advertisement.

8. The method recited in claim 6, wherein said fiducial underlay further includes color indicia indicative of an absolute color of said tearsheet, said color indicia comprising an image containing one or more colors representative of said printed advertisement.

9. The method recited in claim 1, wherein said paying said offered amount includes automatically making a first electronic payment to said second user, and automatically making a second electronic payment to a provider of said electronic transaction method.



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10. An printed publication, electronic transaction system comprising:

a web-site, having :

one or more submission pages capable of receiving, from a first user, an offered amount for publishing one or more print advertisements in one or more selected printed publications;

one or more processing pages capable of allowing a second user to process said offered amount;

one or more proof of publication pages capable of allowing said second user to display a digital proof of publication, whereby said first user may be assured that said second user has caused said print advertisement to be published in said printed publication; and

one or more payment pages capable of allowing said first user to pay said second user said offered amount.

11. The system as recited in claim 10, wherein said one or more submission pages comprise:

one or more publication selection pages capable of allowing said first user to select said selected printed publications; and

one or more offer creation pages capable of displaying an insertion request form and one or more standard rates, said insertion request form being capable of allowing said first user to submit one or more run times and one or more offered rates, different from said one or more standard rates, and one or more digital form of said one or more print advertisements, thereby generating said offer, including said offered amount; and

wherein said one or more submission pages are further capable of submitting said offer.

12. The system as recited in claim 11, wherein one or more publication selection pages are further capable of:

automatically generating a list of suitable printed publications based on a criteria chosen, by said first user, from the group consisting of an advertising type, a classification, a format, a publication frequency and a readership demographic, or a combination thereof; and



allowing said first user to select said selected printed publications from said list of suitable publications.

5 13. The system as recited in claim 11, wherein said one or more processing pages are further capable of accepting one or more counter-offer rates different from both said offered rates and said standard rates.

10 14. The system as recited in claim 10, wherein said one or more processing pages is further capable of generating a run sheet, said run sheet comprising a list of dates of on which to publish said print advertisement in said printed publication.

15 15. The system recited in claim 10, wherein said digital proof of publication comprises a digital image of a paper tearsheet on a fiducial underlay, said paper tearsheet comprising said published print advertisement on a printed page of said printed publication; and said fiducial underlay comprising scale indicia indicative of an absolute size of said tearsheet.

20 16. The system recited in claim 15, wherein said fiducial underlay further includes resolution indicia indicative of an absolute resolution of said tearsheet, said resolution indicia comprising one or more alpha-numeric characters having a font size and a font type representative of text in said printed advertisement.

25 17. The system recited in claim 15, wherein said fiducial underlay further includes color indicia indicative of an absolute color of said tearsheet, said color indicia comprising an image containing one or more colors representative of said printed advertisement.

30 18. The method recited in claim 10, wherein one or more payment pages are further capable of automatically making a first electronic payment to said second user, and automatically making a second electronic payment to a provider of said electronic transaction method.



19. An printed publication, electronic transaction apparatus, comprising:

5 submission means whereby a first user submits to an web-site an offered amount for publishing one or more print advertisements in one or more selected printed publications;

processing means available from said web-site whereby a second user processes said offered amount;

10 proof of publication means available from said web-site whereby said second user assures said first user that said print advertisement has been published in said printed publication; and

payment means available from said web-site whereby said first user pays said second user said offered amount.

15 20. The apparatus recited in claim 19, wherein said proof of publication means comprises means for supplying a digital image of a paper tearsheet on a fiducial underlay, said paper tearsheet comprising said published print advertisement on a printed page of said printed publication; and said fiducial underlay comprising scale indicia indicative of an absolute size of said tearsheet.